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School of Commerce

Mid - Term Examinations - November 2024

Semester: V

Date: 04-11-2024

Course Code: BCH3005

Time: 09.30am to 11.00am

Course Name: Data Transformation using AI analytics

Max Marks: 50

Program: Business Analytics

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Qx2M=10M

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|---|---|---------|---|-----|
| 1 | What are the characteristics of Big Data? | 2 Marks | R | CO1 |
| 2 | Define predictive analytics. | 2 Marks | R | CO1 |
| 3 | What is the role of deep learning in AI? | 2 Marks | R | CO2 |
| 4 | What are the key sources of data in finance? | 2 Marks | R | CO2 |
| 5 | List two applications of Big Data in the retail industry. | 2 Marks | R | CO1 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|---|----|---|---------|---|-----|
| 6 | 6a | How does Big Data support decision-making in the retail industry? | 3 Marks | L | CO1 |
| | 6b | Explain the difference between AI and machine learning. | 3 Marks | L | CO1 |
| | 6c | Describe the application of forecasting techniques in financial planning. | 4 Marks | L | CO2 |

Or

- 7 **7a** Discuss the types of financial fraud that can be detected using Big Data. **3 Marks** L **C01**
- 7b** How does AI influence customer experience in the retail sector? **3 Marks** L **C01**
- 7c** Explain the role of Big Data in optimizing business processes. **4 Marks** L **C02**

- 8 **8a** What are the major benefits of using analytics in finance? **3 Marks** L **C01**
- 8b** Explain the significance of deep learning in speech recognition **3 Marks** L **C01**
- 8c** How can businesses use AI to enhance their competitiveness? **4 Marks** L **C02**

Or

- 9 **9a** Discuss the steps involved in applying predictive analytics in finance. **3 Marks** L **C01**
- 9b** What are the main characteristics of AI-driven solutions? **3 Marks** L **C01**
- 9c** Explain the use of optimization techniques in resource allocation within a business. **4 Marks** L **C02**

- 10 **10a** Describe how Big Data is leveraged in supply chain management. **3 Marks** L **C01**
- 10b** How is machine learning applied in financial risk assessment? **3 Marks** L **C01**
- 10c** What challenges are faced in scaling Big Data solutions, and how can they be overcome? **4 Marks** L **C02**

Or

- 11 **11a** What are the common applications of Big Data in marketing analytics? **3 Marks** L **C01**
- 11b** Discuss the impact of Big Data on operational efficiency in businesses. **3 Marks** L **C01**
- 11c** Explain the role of Big Data prioritization in business decision-making **4 Marks** L **C02**

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|-----------|------------|---|----------------|----------|------------|
| 12 | 12a | What is the importance of prioritizing Big Data use cases in organizations? | 3 Marks | L | C01 |
| | 12b | List some of the key tools used for Big Data analysis | 3 Marks | L | C01 |
| | 12c | Compare predictive analytics and optimization techniques in financial analysis. | 4 Marks | L | C02 |

Or

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|-----------|------------|--|----------------|----------|------------|
| 13 | 13a | How does AI contribute to fraud detection systems in the finance industry? | 3 Marks | L | C01 |
| | 13b | Explain how deep learning can be applied to predictive maintenance. | 3 Marks | L | C01 |
| | 13c | Discuss the impact of Big Data on enhancing customer personalization in the retail sector. | 4 Marks | L | C02 |